

ACHIEVING DISTRICT GOALS... TOGETHER.

Two Conference Location Options – First Time and Returning Attendee Tracks!



CSDA's 2019
**Special District
Leadership Academy Conference**

A Comprehensive Governance Leadership Conference for Elected and Appointed Directors/Trustees.





Participate in the **Special District Leadership Academy Conference** as a first time or returning attendee.

This conference content is based on CSDA's Special District Leadership Academy (SDLA) groundbreaking, curriculum-based continuing education program, which recognizes the necessity for the board and general manager to work closely toward a common goal. SDLA provides the knowledge base to perform essential governance responsibilities and is designed for both new and experienced special district board members.

Local boards are the reason why local control is local. Special district boards are the voices of the community and they are also a large reason why special districts exist.

The truth is that every elected or appointed public official needs to worry about governance; governance is what boards do. It's what they bring to the table.


Two locations for your convenience.


Early bird discount!



SDLA Conference is presented by CSDA and co-sponsored by SDRMA.



Two Locations • Two Options

first
timer

Attend for the first time and complete all four modules of the Special District Leadership Academy:

- Governance Foundations
- Setting Direction / Community Leadership
- Board's Role in Human Resources
- Board's Role in Finance and Fiscal Accountability



April 7 – 10, 2019 Embassy Suites San Diego Bay

601 Pacific Highway
San Diego, CA 92101

ROOM RESERVATIONS

Room reservations are available at CSDA rate of \$174 plus tax, single or double occupancy by calling 1-800-EMBASSY and using the group code CSD. The room reservation cut-off is March 15, 2019; however, space is limited and may sell out before this date.

EARLY BIRD DISCOUNT



The early bird discount for this location requires registration on or before

Friday, March 8, 2019.

Cancellations must be in writing and received by CSDA no later than March 26, 2019 at 5:00 p.m. All cancellations received by this date will be refunded less a \$75 cancellation fee. There will be no refunds for cancellations made after March 26, 2019. Substitutions are acceptable and must be done in writing no later than April 1, 2019 at 5:00 p.m. Please submit any cancellation notice or substitution requests to meganh@csda.net or fax to 916-520-2465.



July 7 – 10, 2019 Embassy Suites Napa Valley

1075 California Blvd.
Napa, CA 94559

ROOM RESERVATIONS

Room reservations are available at CSDA rate of \$189 plus tax, single or double occupancy by calling 1-800-HILTONS and using the group code CSD. The room reservation cut-off is June 7, 2019; however, space is limited and may sell out before this date.

EARLY BIRD DISCOUNT



The early bird discount for this location requires registration on or before

Friday, June 7, 2019.

Cancellations must be in writing and received by CSDA no later than June 24, 2019 at 5:00 p.m. All cancellations received by this date will be refunded less a \$75 cancellation fee. There will be no refunds for cancellations made after June 24, 2019. Substitutions are acceptable and must be done in writing no later than July 5, 2019 at 5:00 p.m. Please submit any cancellation notice or substitution requests to meganh@csda.net or fax to 916-520-2465.

return
for more

Already completed the Academy? Take a deep dive into common opportunities and challenges facing special districts. Returning attendee sessions include:

- The Intricacies of Running a Public Meeting: Deep Dive into the Brown Act
- Propelling Your District Forward in Challenging Situations
- How Your Board Can Set Clear Direction and Build Your District's Future Around its Core Priorities
- The 3 Cs: Using Communications, Consistency and Cooperation to Benefit Your District
- And much more!



SDRMA Credit Incentive Points

Special District Risk Management Authority (SDRMA) is committed to establishing a strategic partnership with our members to provide maximum protection, help control losses and positively impact the overall cost of property/liability and workers' compensation coverage through the Credit Incentive Program. Credit incentive points can be earned based on an agency's attendance at the Special District Leadership Academy Conference reducing SDRMA member's annual contribution amount.

*Important Cancellation Information

All cancellations received by the date indicated for that particular conference and location will be refunded less a \$75 cancellation fee. There will be no refunds or cancellations made after the date as specified per location. Please submit any cancellation notice or substitution requests to meganh@csda.net or fax to 916-520-2465.



FIRST TIME ATTENDEE SCHEDULE - Available at both locations.

Sunday

5:30 – 7:00 p.m.

REGISTRATION AND NETWORKING RECEPTION

Take a moment to network with your peers from throughout the state at this informal networking reception. Reception includes light appetizers.



Monday

8:30 a.m. – 12:30 p.m.
(Break from 10:00 - 10:30 a.m.)

BUILDING A FOUNDATION FOR GOOD GOVERNANCE

This session covers Module 1 of the SDLA: Governance Foundations.

In this informational session, the instructor will lay the ground work for good governance in your district.

Attendees will discover:

- Why good governance is so important to the overall well-being of the district.
- The traits of effective board members.
- What good governance means and how to effectively put it into practice.
- How to move your board from “I” to “we,” including how to become an effective team, establish team standards, and essential conditions for team building.

12:30 – 1:30 p.m.
LUNCH PROVIDED (All Attendees)

1:45 – 4:30 p.m.
(Break from 3:00 - 3:30 p.m.)

FULFILLING YOUR DISTRICT’S MISSION: CHARTING THE COURSE

This session covers Module 2 of the SDLA: Setting Direction/Community Leadership.

This session will highlight the importance of setting the direction for your district. Learn the critical components of direction setting for your district along with how to avoid planning pitfalls. Attendees will walk through the steps of establishing and fulfilling your district’s mission, vision, values and strategic goals and how to communicate those objectives to your constituents.

5:30 – 7:00 p.m.
SIP AND SAVOR EVENING RECEPTION



Sponsored by the Special District Risk Management Authority (SDRMA)

Join us for an evening of networking and refreshments.

Tuesday

8:30 a.m. – 12:00 p.m.
(Break from 10:00 - 10:30 a.m.)

DEFINING BOARD/STAFF ROLES AND RELATIONSHIPS

This session covers Module 4 of the SDLA: Board’s Role in Human Resources.

This conference session will teach participants how to determine the Human Resource health of their district and what areas to focus on as a board and individual governing official including:

- Identifying the board’s role in human resources.
- Recognizing HR red flags and positive indicators.
- Developing and maintaining essential HR policies.
- Covering confidentiality and legal liabilities.
- Evaluating the general manager.

12:00 – 1:00 p.m.
LUNCH PROVIDED (All Attendees)

1:15 – 4:00 p.m. (Break from 2:45 - 3:00 p.m.) GET THE WORD OUT! BEST PRACTICES FOR COMMUNICATION AND OUTREACH

This session covers Module 2 of the SDLA: Setting Direction/Community Leadership.

This session looks at common communication breakdowns and areas for improvement in public agency communications. It will discuss proper and effective communication methods to be aware of as a governing official including:

- Identifying audiences.
- Responding to public input.
- Media relations.
- Legislative outreach and advocacy.

OPEN EVENING

Wednesday

8:30 a.m. – 12:00 p.m.
(Break from 10:00 - 10:15 a.m.)

SHOW ME THE MONEY! WHAT DO BOARD MEMBERS NEED TO KNOW ABOUT DISTRICT FINANCES?

This session covers Module 3 of the SDLA: Board’s Role in Finance and Fiscal Accountability.

This session will provide a review and insight of important financial concepts, reports, and policies specific to public agencies including special districts. Attendees will learn:

- How to ask the right questions.
- How to link the finance process to the district mission and goals.
- Budget process, budget assessment, and communicating budget information to the public.
- How to develop and analyze capital improvement plans and reserve guidelines.

12:00 p.m.
GRADUATION CERTIFICATE DISTRIBUTION
First Time Attendees must attend all sessions in order to receive their certificate at the conclusion of the conference.



Don't miss the Sip and Savor evening reception on Monday night. Sponsored by SDRMA.

“The workshop on Setting Direction/Community Leadership was outstanding. The Leadership Academy should be a requirement for all new board members.”

– Dave Kulchin, Board Member, Leucadia Wastewater District



Evening receptions are offered as great networking opportunities.

you'll
Learn



WORKING AS A TEAM: THE ROLES OF THE BOARD AND STAFF IN YOUR DISTRICT.

ATTRIBUTES AND CHARACTERISTICS OF HIGHLY EFFECTIVE BOARDS.

HOW CULTURE, NORMS, VALUES, AND OPERATING STYLES INFLUENCE THE DISTRICT.

SPECIFIC JOBS THAT THE BOARD MUST PERFORM.

HOW INDIVIDUAL VALUES, SKILLS, AND KNOWLEDGE HELP TO SHAPE HOW EFFECTIVE BOARDS OPERATE.

THE IMPORTANCE OF MOVING FROM “I” TO “WE” AS THE GOVERNANCE TEAM.

THE BOARD’S ROLE IN SETTING DIRECTION FOR THE DISTRICT.

THE BOARD’S ROLE IN FINANCE AND FISCAL ACCOUNTABILITY.

AND MUCH MORE!





Sunday

5:30 – 7:00 p.m.

REGISTRATION AND NETWORKING RECEPTION

Take a moment to network with your peers from throughout the state at this informal networking reception. Reception includes light appetizers.



Monday

8:30 – 10:00 a.m.

THE INTRICACIES OF RUNNING A PUBLIC MEETING: DEEP DIVE INTO THE BROWN ACT

Lozano Smith

Conducting the district’s business in public can be convoluted and tricky. It requires district staff, general managers, and board members to strictly adhere to ever-changing laws, impacting meetings, communications, timelines and use of technology. This workshop will use entertaining hypotheticals to engage participants, letting them dive deep into the Brown Act – all designed to help attendees stay in compliance and effectively run board meetings. Newly elected and experienced board members alike will be equipped with the tools needed to avoid falling into Brown Act traps. Key focus areas: closed sessions, public comments, serial meetings, agendas, voting and quorums, e-communications, and public records.

10:00 – 10:30 a.m.

BREAK (All Attendees)

10:30 a.m. – 12:30 p.m.

PROPELLING YOUR DISTRICT FORWARD IN CHALLENGING SITUATIONS

Liebert Cassidy Whitmore

Through the challenging situations we face, we learn critical lessons that can be shared to help others. This session will highlight five key areas that elected and appointed public officials may face during their career and strategies for handling these issues and avoiding missteps. Topics include executive level hiring, organization transitions/transformations, picking your battles, scandals & scrutiny and insight on key lessons learned through difficult cases. This advanced level session will incorporate the legal foundation of these areas along with the practical approach that accomplishes effective solutions.

12:30 – 1:30 p.m.

LUNCH PROVIDED (all attendees)

1:45 – 3:00 p.m.

HOW YOUR BOARD CAN SET CLEAR DIRECTION AND BUILD YOUR DISTRICT’S FUTURE AROUND ITS CORE PRIORITIES

Rauch Communication Consultants

Whether you call it identifying priorities, building consensus or strategic planning, every board should map out clear direction around the district’s core priorities. Setting direction and clear priorities is a core board responsibility that will guide your district to resolve key challenges and take advantage of important opportunities. This session will provide examples and tips on how the best districts develop and implement core priorities. There will be opportunities for questions, answers and engagement among the participants and the seminar leader.

3:00 – 3:30 p.m.

BREAK (All Attendees)

3:30 – 4:30 p.m.

THE 3 CS: USING COMMUNICATIONS, CONSISTENCY AND COOPERATION TO BENEFIT YOUR DISTRICT

David Aranda, SDA

Districts of all shapes and sizes face the difficult task of being efficient, effective and leaders for the community. Gain an understanding of how three simple words carry a powerful punch in allowing your district and the board, management and staff to provide excellence of service.

5:30 – 7:00 p.m.

SIP AND SAVOR EVENING RECEPTION

Sponsored by the Special District Risk Management Authority (SDRMA)

Join us for an evening of networking and refreshments.





Tuesday

8:30 – 10:00 a.m.

PROJECT FINANCING - PAY-GO VS. DEBT FINANCING - THINGS TO CONSIDER WHEN PLANNING FOR THE RIGHT MIX

CSDA Finance Corporation Consultants

CSDA Finance Corporation consultants, Bill Morton and Nicki Tallman, present an overview of the pros and cons for both debt financing and pay-as-you-go in their discussion of the best practices for capital improvement financial planning. Learn about the financing tools and programs available to special districts, and how to determine the right financing “mix” for your project. Also covered are how to prepare your district for financing as well as how to educate other board members and the community about your financial plan. Other topics include explanations of the different methods of sale for a financing and respective transaction timeline, as well as a review of current market trends.

10:00 – 10:30 a.m.

BREAK (All Attendees)

10:30 a.m. – 12:00 p.m.

SAY WHAT?!? SPEAKING PLAINLY THROUGH POLICY

BHI Management Consulting

This session outlines the critical nature and importance of making long-lasting and meaningful policy as a board. Good policy is the most professional expression of a great board and agency. Yet special districts struggle with what policy means and how to make and use them. Brent Ives, recognized organizational consultant to special districts in California on policy and planning, will bring his years of experience as a consultant and his long tenure as Mayor and Council member of the City of Tracy to this critically important topic. In Brent’s words, “Making good policy moves our board to the highest level of performance”

12:00 – 1:00 p.m.

LUNCH PROVIDED (All Attendees)

1:15 – 2:45 p.m.

MEDIA RELATIONS: SURVIVING AND THRIVING WHEN DEALING WITH MEDIA

Communication Advantage

Presenter will share secrets of successful news interview and media relations: crafting great messages that resonate with the public, the techniques for using them in interviews, and practical tips for gaining control and confidence during the interview process.

2:45 – 3:00 p.m.

BREAK (All Attendees)

3:00 – 4:00 p.m.

LEGISLATIVE DEVELOPMENTS BOARD MEMBERS SHOULD KNOW

California Special Districts Association

Is your district at the table or on the menu? Straight from the lobbies of the State Capitol Building, CSDA’s advocacy staff will present on the latest legislation introduced in Sacramento and breakdown the potential impacts on special districts. Gain a better understanding of current legislative trends, hear what CSDA is doing to advocate for special districts, and learn how you can help CSDA, your district, and your community can come out ahead.

4:00 p.m.

CONFERENCE ENDS FOR RETURNING ATTENDEES

Whether you’re new to the board or someone who has served for many years, this conference provides essential tools and information to effectively govern your district!



2019 Registration Form

Special District Leadership Academy Conference



Three Ways to Register

- **Register online** by visiting the SDLA Conference website at sdla.csda.net.
- **Fax number:** 916-520-2465. All faxed registration forms must include credit card payment.
- **Mail:** CSDA, 1112 I Street, Suite 200, Sacramento, CA 95814. Please include registration form and payment. Checks should be made payable to: California Special Districts Association.

Not sure if you are a member?

Contact the CSDA office at 877-924-2732 to find out if your agency or company is already a member. To learn more about the many benefits of CSDA membership, contact Member Services Director Cathrine Lemaire at cathrine1@csda.net or call toll-free at the number listed above.



Name/Title:		
<input type="checkbox"/> First Time Attendee <input type="checkbox"/> Returning Attendee		
District:		
Address:		
City:	State:	Zip:
Phone:	Fax:	
<input type="checkbox"/> Member <input type="checkbox"/> Non-Member	Email:	
Emergency Contact - Name & Phone:		
WHICH CONFERENCE WILL YOU BE ATTENDING?		
APRIL 7-10, 2019 - SAN DIEGO EARLY BIRD DISCOUNT: MARCH 8 <input type="checkbox"/> CSDA Member \$600  <input type="checkbox"/> Non-Member \$900 AFTER MARCH 8 <input type="checkbox"/> CSDA Member \$650 <input type="checkbox"/> Non-Member \$975	JULY 7-10, 2019 - NAPA EARLY BIRD DISCOUNT: JUNE 7 <input type="checkbox"/> CSDA Member \$600  <input type="checkbox"/> Non-Member \$900 AFTER JUNE 7 <input type="checkbox"/> CSDA Member \$650 <input type="checkbox"/> Non-Member \$975	
SEND MORE - SAVE MORE! -- SPECIAL DISCOUNTED PRICING!		
ADDITIONAL ATTENDEE FROM THE SAME DISTRICT BEFORE EARLY BIRD DISCOUNT <input type="checkbox"/> CSDA Member \$400 <input type="checkbox"/> Non-Member \$600	ADDITIONAL ATTENDEE FROM THE SAME DISTRICT AFTER EARLY BIRD DISCOUNT <input type="checkbox"/> CSDA Member \$450 <input type="checkbox"/> Non-Member \$675	
Payment		
<input type="checkbox"/> Check <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> American Express		
Acct. Name:	Acct. Number:	
Expiration Date:	Authorized Signature:	
Special needs		
<input type="checkbox"/> Vegetarian <input type="checkbox"/> Other:		

Consent to Use Photographic Images: Registration and attendance at, or participation in, CSDA meeting and other activities constitutes an agreement by the registrant to CSDA's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, and audiotapes of such events and activities.

Anti-Discrimination and Harassment Policy: CSDA is dedicated to a harassment-free event experience for everyone. Our Anti-Discrimination and Harassment Policy can be found under "CSDA Transparency" at www.csda.net/about-csda/who-we-are.



SPECIAL DISTRICT RISK MANAGEMENT AUTHORITY



Guiding the way to a more secure future.

SDRMA has been helping California public agencies navigate liability and manage risk for over 30 years. In fact, our experienced risk management staff and technical experts work exclusively with public agencies. All your coverage and risk management needs are met by a single resource that functions as an extension of your team. Public agencies can best proceed with confidence when they have a guiding star.

Learn more about our Workers' Compensation, Property/Liability and Health Benefits Programs at www.sdrma.org or **800.537.7790**.



BOARD MEMBERS AND TRUSTEES

SHOW YOUR COMMITMENT AND DEDICATION TO SERVING YOUR COMMUNITY.

SDLF



**SPECIAL DISTRICT
LEADERSHIP FOUNDATION**

The Recognition in Special District Governance was designed to acknowledge special district Board Members and Trustees who have taken extra steps to become better educated in core areas of governance.

Complete the Special District Leadership Academy + 10 additional professional development hours and receive this recognition.



DISTRICT OF DISTINCTION ACCREDITATION

TAKE YOUR DISTRICT TO THE NEXT LEVEL USING BEST PRACTICES.



**SPECIAL DISTRICT
LEADERSHIP FOUNDATION**

The **District of Distinction Accreditation** is designed as a way for districts to highlight their prudent practices important to effectively administer and govern a special district.

In a time when proper fiscal management and responsibility in public agencies is paramount, it has become increasingly important to demonstrate that districts have sound fiscal management, transparency, and governance policies/practices in place. Apply today!



California Special Districts Association
 1112 I Street, Suite 200
 Sacramento, CA 95814

A proud California Special Districts Alliance partner.

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GOVERNANCE LEADERSHIP TRAINING

Two locations for your convenience.

Early bird discount!

Track for returning attendees at both locations.



CSDA's 2019
**Special District
 Leadership Academy**

*A Comprehensive Governance Conference
 for Elected and Appointed Directors/Trustees.*

*“Another enjoyable
 CSDA experience.”*
 – P. Dorey, Director, Vista Irrigation District